



Dear Friends & Clients,

We are pleased to announce that Cultural Communications has merged with Reputation Communications. This change reflects the expansion in services we offer our clients.

In recent years, as our client base has grown beyond the cultural industry, so has the importance of online and social media communications. We now offer a complete suite of image and reputation management services across traditional and new media outlets. We provide these services to clients on the Fortune 500 and Forbes 500 lists as well as in the arts, industry and philanthropy.

Cultural Communications began 20 years ago as a boutique PR agency specializing in the promotion of art, books, events, lifestyle and photography. We promoted clients ranging from nonprofit organizations to filmmakers, fashion photographers and art dealers. We secured coverage for our clients in *Artnews*, *Art in America*, *HuffPost*, *InStyle*, *NPR*, *The New York Times*, *The Wall Street Journal* and countless other media outlets.

Over the years we became more involved in establishing a strong online presence for our clients. That included arranging pages of Google content about them, including Wikipedia pages and other online references. Subsequently many companies, most in the business sectors, began approaching us for help in managing their online reputations. In 2007 I established a second company to handle that business. Now, considering how the media landscape and the nature of public relations has changed over the last few years, we believe our clients will benefit from having seamless access to our full range of capabilities.

In short, online media has become an integral part of public relations and image management, and we believe a well-developed online strategy should be part of every PR campaign.

Reputation Communications:

- Promotes client brands through multimedia campaigns, developing and disseminating messages relating to their initiatives, businesses, companies, philanthropies and events.
- Creates, updates and protects online reputations for individuals and companies.

I invite you to visit Reputation Communications, to subscribe to our monthly Enewsletter, *Reputation Issues* (which covers all areas of reputation management), and to read my blog.

Warm wishes,

Shannon M. Wilkinson
President